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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

CLAIM 1 (currently amended) A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with respective ad profiles;

displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and are is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches; and

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile associated with the user.

CLAIM 2 (previously presented) The method of claim 1, further comprising the step of excluding from the interface any ads associated with an ad profile not matching the user profile.

CLAIM 3 (previously presented) The method of claim 1, wherein the user profile for each user is created from and solely based on information knowingly provided by each user.

CLAIM 4 (previously presented) The method of claim 1, further comprising the step of including in the interface ads that are related to one or more favorite category of

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products or services specified in the information provided by the user to create his or her user profile.

CLAIM 5 (previously presented) The method of claim 1, wherein the user profile defines a list of one or more advertisers, the method further comprising the step of including in the interface only those ads that are associated with the advertisers listed in the user profile.

CLAIM 6 (currently amended) A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and are is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

storing statistical data determined according to the matches; and

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user.

CLAIM 7 (previously presented) The method of claim 6, further comprising the step of selecting ads for inclusion in the interface in accordance with the statistical data.

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CLAIM 8 (previously presented) The method of claim 6, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the statistical data.

CLAIM 9 (currently amended) A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and are is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user; and

charging an advertiser of the ads having a matching profile in accordance with the matches.

CLAIM 10 (previously presented) The method of claim 9, wherein the charging step comprises charging the advertiser in accordance with the number of users having matching user profiles.

CLAIM 11 (previously presented) The method of claim 9, wherein the charging step comprises charging the advertiser as a function of amount of space available for presenting the ad to the users.

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CLAIM 12 (currently amended) A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and are is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user; and

formatting the interface in accordance with the user profile.

CLAIM 13 (previously presented) The method of claim 12, wherein the user profile defines an amount of space on the interface, the method further comprising the step of formatting the interface such that the one or more ads included in the interface are restricted to the amount of space defined in the user profile.

CLAIM 14 (previously presented) The method of claim 12, wherein the user profile defines an percentage of space on the interface, the method further comprising the step of formatting the interface such that the one or more ads included in the interface occupy no more space than the percentage defined in the user profile.

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CLAIM 15 (previously presented) The method of claim 12, wherein the user profile defines a framework, the method further comprising the step of formatting the interface in accordance with the framework defined in the user profile.

CLAIM 16 (currently amended) A method for providing a customized interface to a user comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and are is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user; and

repeating the preceding steps each time the user accesses the interface or edits the information inputted to create the user profile.

CLAIM 17 (previously presented) The method of claim 16 further comprising the step of excluding from the interface any ads associated with an ad profile not matching the user profile.

CLAIM 18 (previously presented) The method of claim 16, further comprising the step of generating the interface in real time.

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CLAIM 19 (previously presented) The method of claim 16, wherein the providing step further comprises the step of providing the interface to the user in response to and contemporaneously with the creation of the user profile from the information provided by the user.

CLAIM 20 (previously presented) The method of claim 16, further comprising the step of storing statistical data determined according to the user's activity at the interface.

CLAIM 21 (previously presented) The method of claim 20, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the statistical data.

CLAIM 22 (previously presented) The method of claim 16, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the matches.

CLAIM 23 (previously presented) The method of claim 22, wherein the charging step comprises charging the advertiser in accordance with the number of users having matching user profiles.

CLAIM 24 (previously presented) The method of claim 23, wherein the charging step comprises charging the advertiser as a function of amount of space available for presenting the ad to the users.

CLAIM 25 (previously presented) The method of claim 24, wherein the charging step comprises charging the advertiser according to the number of users to whom the ad was sent.

CLAIM 26 (previously presented) The method of claim 25, wherein the charging step comprises charging the advertiser an amount determined according to a function of when the user receives the ad.

CLAIM 27 (currently amended) A method for providing targeted delivery of an ad with an interface to a user comprising the step of:

associating in a computer an ad profile with the ad;

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displaying an online page to a pluralilty of users seeking information from the users and allowing the users to knowingly enter their information for knowingly creating their respective plurality of user profiles;

associating in a computer a the plurality of user profiles with the respective plurality of users,, wherein each user profile corresponding to a user and created from created from information inputted by the corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and are is aware that the information will be used to create a customized interface for each user profile;

determining matching profiles by comparing the ad profile with user profiles for matches;

if a match is determined, including the ad in the interface of a user associated with the matching user profile; and

providing the interface to the user associated with the matching user profile.

CLAIM 28 (previously presented) The method of claim 27, wherein the ad profile contains information about a targeted audience for the ad.

CLAIM 29 (previously presented) The method of claim 27, further comprising the step of including the ad in the interface on condition that the user profile is consistent with the targeted audience and the inclusion of the ad is consistent with the user profile.

CLAIM 30 (currently amended) A method for generating a customized online interface for a user, comprising the steps of:

associating in a computer one or more ads with respective ad profiles;

displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more users with respective one or more users profiles, wherein the users are anonymous, wherein each user profile is generated from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by

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knowingly inputting the information and ~~are~~ is aware that the information will be used to create a customized online interface for each user profile;

determining matching ad profiles by comparing the ad profiles with user profiles for matches within a prescribed parameter;

maintaining statistical data determined according to the matches such that the data is not accessible to unauthorized parties; and

selectively including in the interface the one or more ads associated with the ad profiles matching the user profile within the prescribed parameter,

wherein the selection is based on the statistical data.